



INVESTOR MEETING 2014

Kirk Skaugen

Senior VP, GM PC Client Group

Key Messages: PC Computing

“PC”=Personal Computer

Strategies and Innovation to Transform the PC are Paying Off

Performance Requirements Growing Again In Broad # of Segments

New User Experiences Will Accelerate PC Refresh

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Investor Meeting 2013

2014 Forecast*

PC Client Group *Looking Forward to 2014*



Revenue down mid-single digits

Operating profit ~flat

Sources: Intel
Forecast is based on current expectations and is subject to change without notice

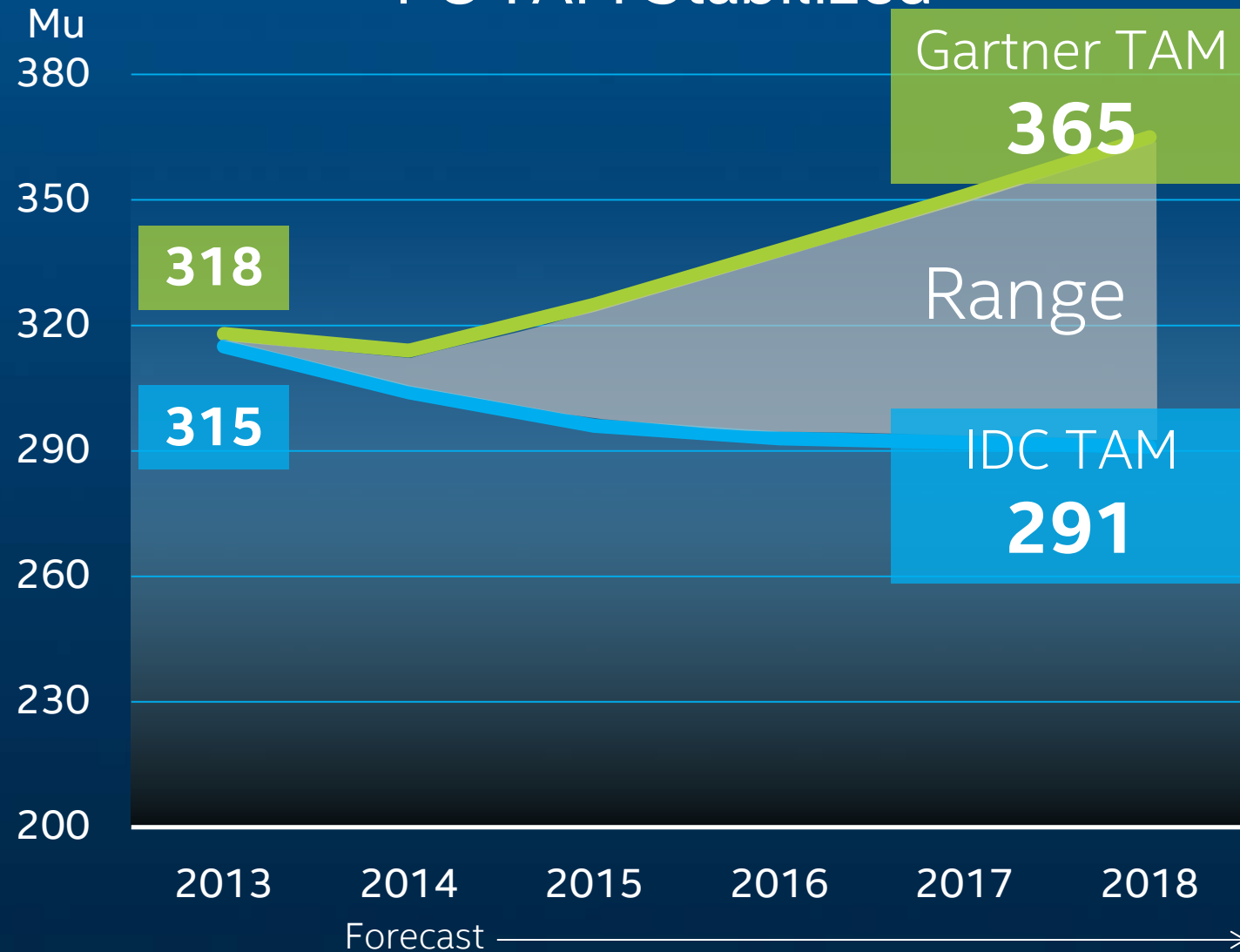
Revenue → **Up Single Digits**

Operating Margin → **Up Double Digits**

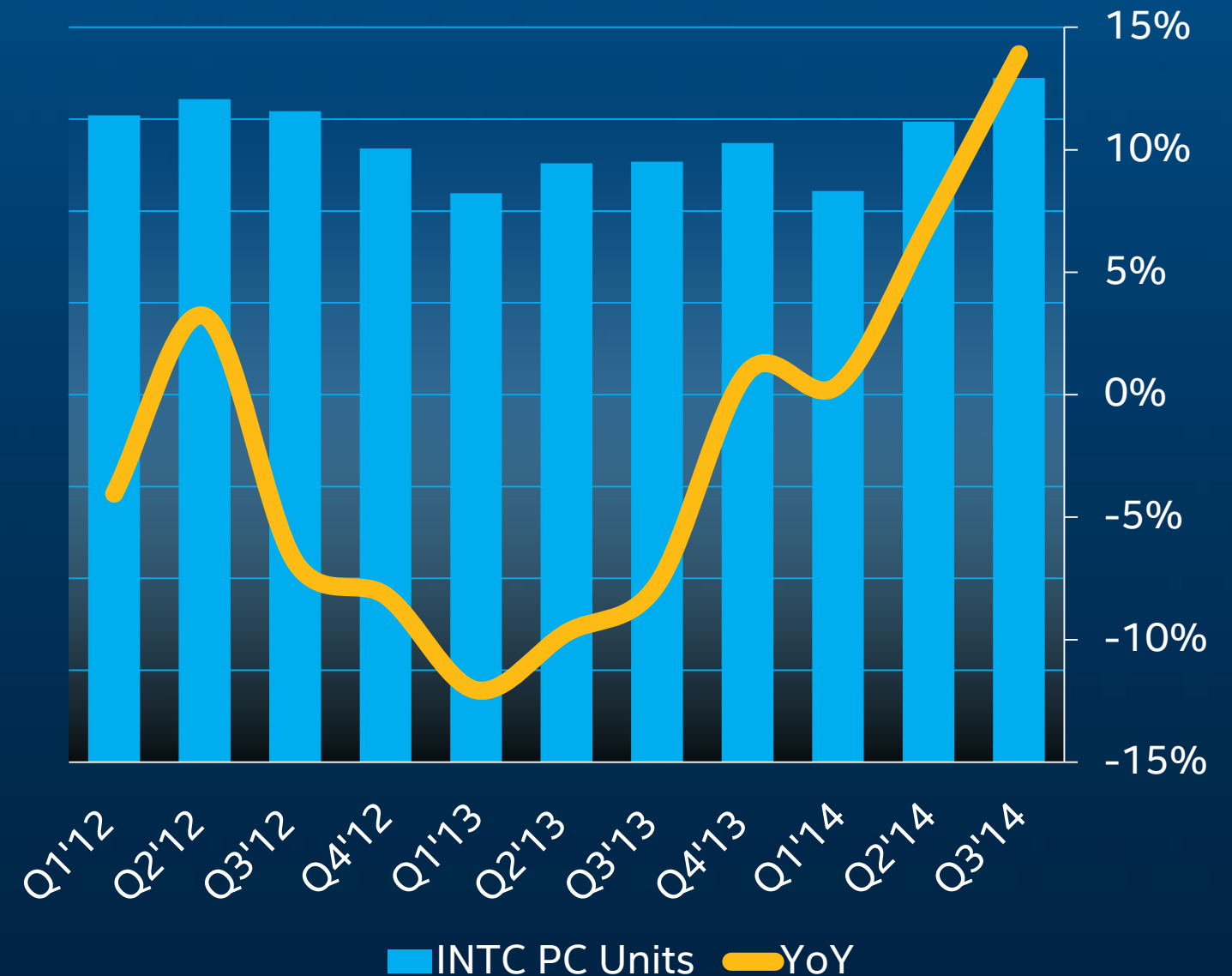
*Forecast based on Intel estimates

The PC Market Landscape

PC TAM Stabilized



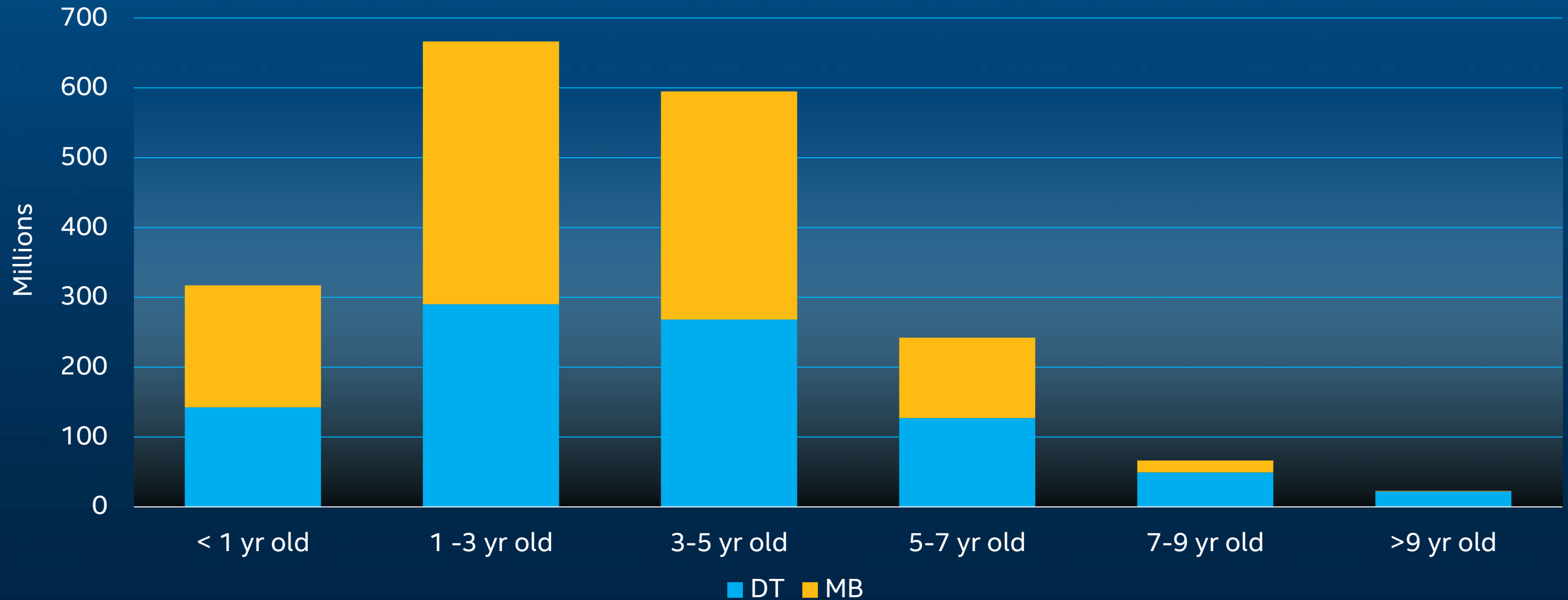
Intel Unit Growth



Installed Base = Opportunity

~600Mu PCs 4+ Years Old are Ripe for Refresh

PC Installed Base and Age Profiles



Client Platform & OS Innovation

The Best We Have Seen

Desktop



Notebook and 2 in 1s



Client Platform & OS Innovation

The Best We Have Seen

Desktop



Notebook and 2 in 1s



A Multi-Year Journey to Re-invent the Notebook

2010

Unveils New 2010 Intel®
Core™ Processor Family



Intel® Core™ Processor

2011

Ultrabook™ Introduction
Drive To Thin



2nd Generation
Intel® Core™ Processor

2012

Added Touch



3rd Generation
Intel® Core™ Processor

2013/2014

2 in 1
Added Chrome OS Support



4th Generation
Intel® Core™ Processor

2 in 1 Momentum

Retail Sales



2 in1 Share
of 9-12"



>70 2 in 1 Designs in Market
Tracking 50+ at SPP <\$699

2 in 1 Buyers Refresh Their PC

~1 Year Earlier

Than Notebook Buyers



~56%

of 2 in 1 Buyers Had Considered
Buying a Tablet Instead¹

Intel® Core™ M vs. 4 Year Old Laptop



Intel® Core™ M
Processor-based 2 In 1

2x Performance



Baseline

2 Devices in 1



Laptop Only

2x Battery Life



4 Hrs with 62 Wh Battery

1/2 Weight



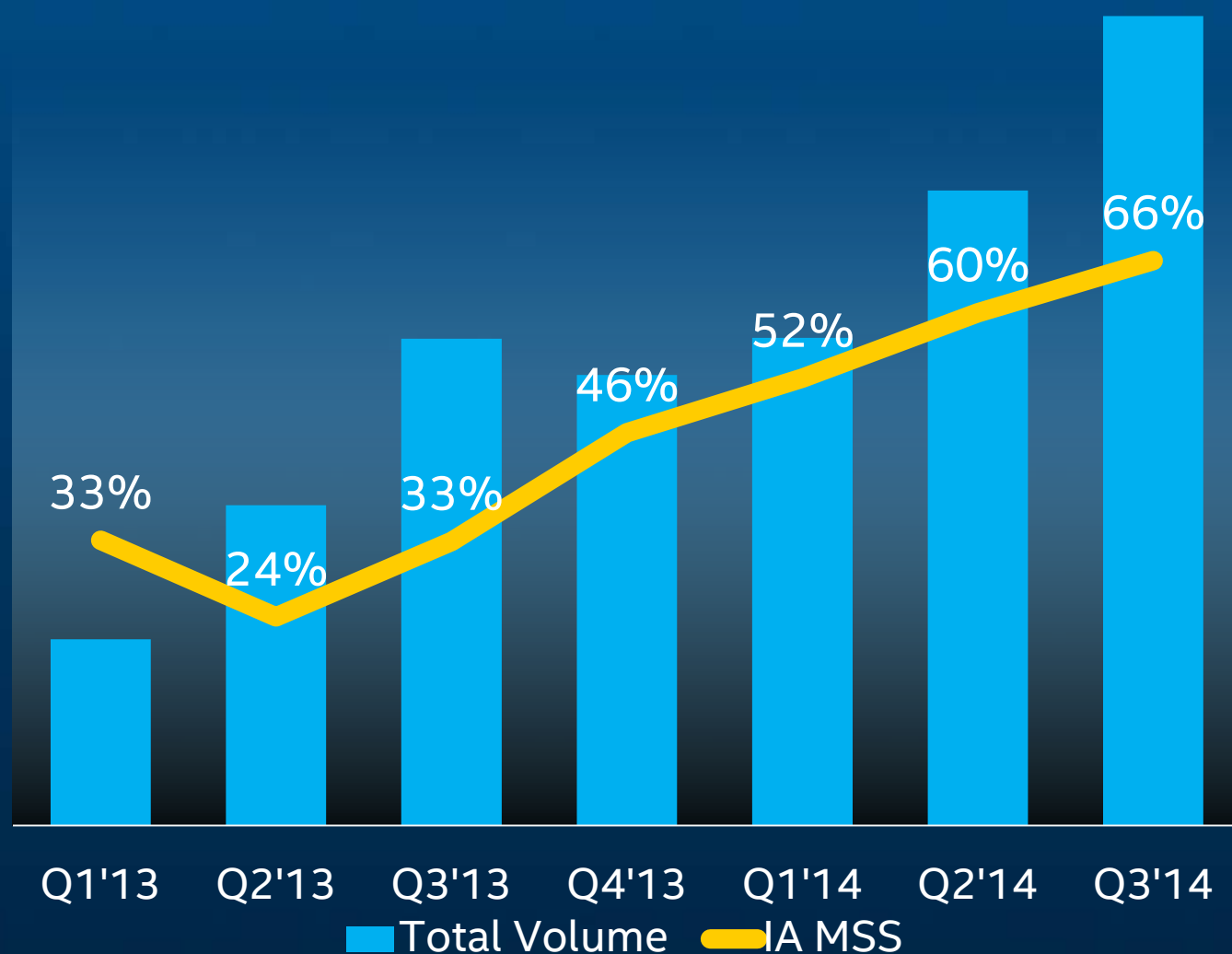
>3 Pounds



Your 4 Year Old Laptop

Innovation at Entry Price Points

IA Chrome MSS*



Winning in Chrome OS

Bay Trail % of Celeron®/Pentium®



**Ramping in the Entry,
Cost Optimized Segment**

Note: MSS and volumes above are comprised of GFK/NPD WW Retail + NAR Education/Business (NPD Reseller + NPD Distributor data)

Entry is defined as Intel Celeron and Pentium brands

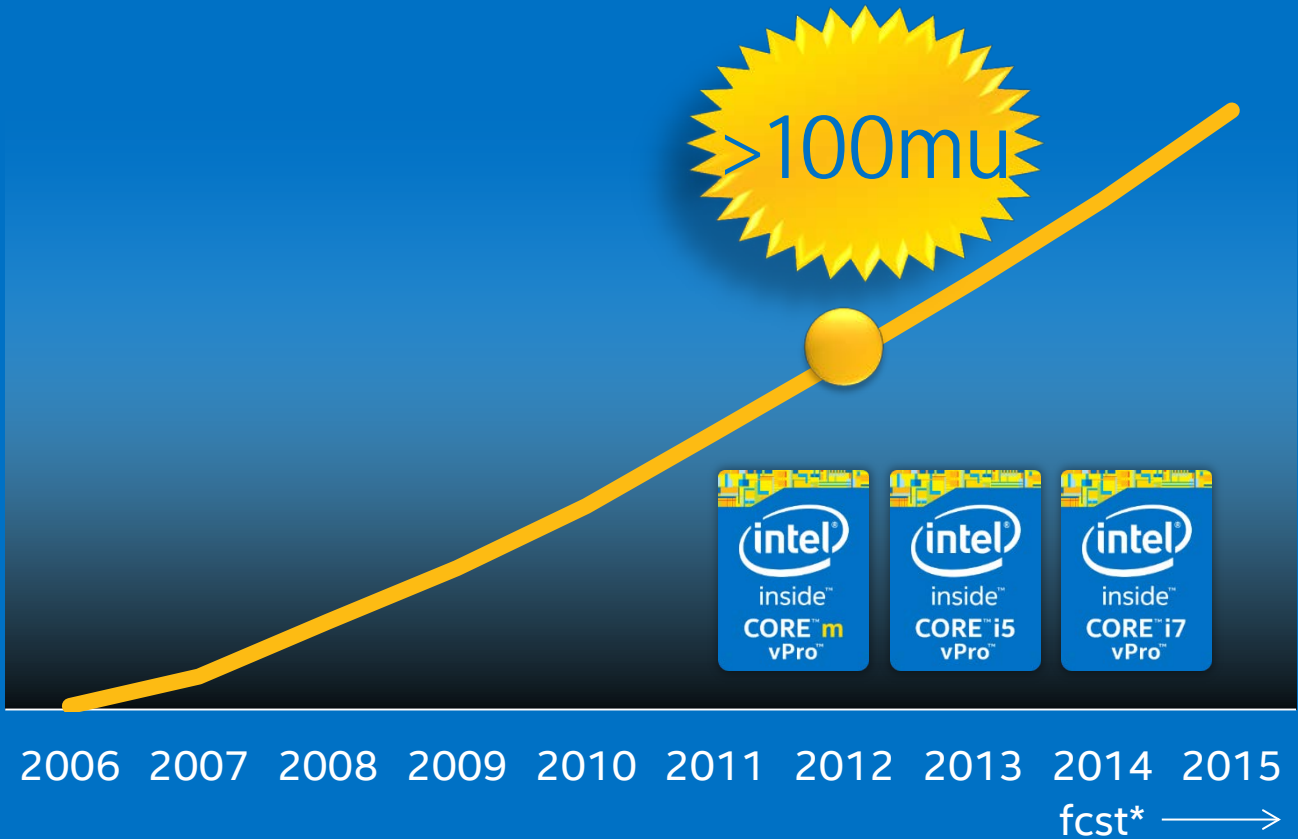
Business Client Innovation



Coming in 1H 2015:



Intel® vPro™ Cumulative Shipments



Record vPro™ Shipments in 2014

“Our primary responsibility is to manage the customer’s environment, and Intel vPro™ technology is a requirement to have well-managed PCs.”

— Bob Berry, ITPRO

Strategy for Notebook and 2 in 1: 2015

Entry



- Windows and Chrome
- New 14nm value (Braswell)

Mainstream



- Continue shift to thin & light and long battery life
- Ramp 14nm 5th Generation Core®

Premium



- New enthusiast skus
- Iris® & Iris Pro graphics and media

2:1



- Core™ M ramp
- Detachable for premium tablet MSS
- Convertible for PC refresh

Business



- New Core™ M 2 in 1s
- vPro™ security & mgmt.
- Small biz skus

Strategy for Desktops: 2015

Entry



- Embracing China tech ecosystem
- First time buyer programs

Enthusiast



- Embrace with new enthusiast skus

Mini



- Grow # of CPU skus
- Establish consumer segment
- Expand mini TAM with Steambox

All in One



- Add entry system price-points
- Expand multi-user software availability
- Accelerate portable AIO innovation

Business



- Form factor innovation
- New SMB offerings
- vPro™ security & mgmt. for IT

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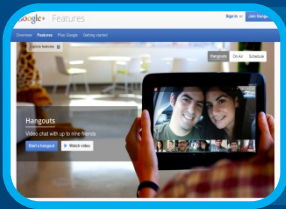
Strategies and Innovation to Transform the PC are Paying Off

Performance Requirements Growing Again In Broad # of Segments

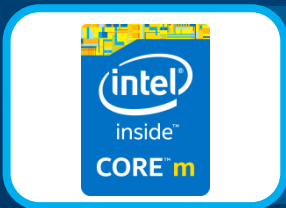
New User Experiences Will Accelerate PC Refresh

Performance

Important to Both Value and Enthusiasts



Chromebooks ... Up to 2.4x* Better with IA



Core™ M Delivering Up to 3x* Performance vs. ARM*



New Usages with 3D Cameras



Enthusiast Gamers Also Going Mobile

*Source: Intel® Corporation. Data based on WebXPRT 2013

Configurations:

Acer* Chromebook 13 with Nvidia* Tegra* K1 – Chrome OS v38, 4GB DDR3L SDRAM, 32GB SSD, 13.3" Display 1366x768
Acer* C720 with Intel® Core™ i3-4005U Processor – Chrome OS v38, 4GB DDR3L SDRAM, 32GB SSD, 13.3" Display 1366x768

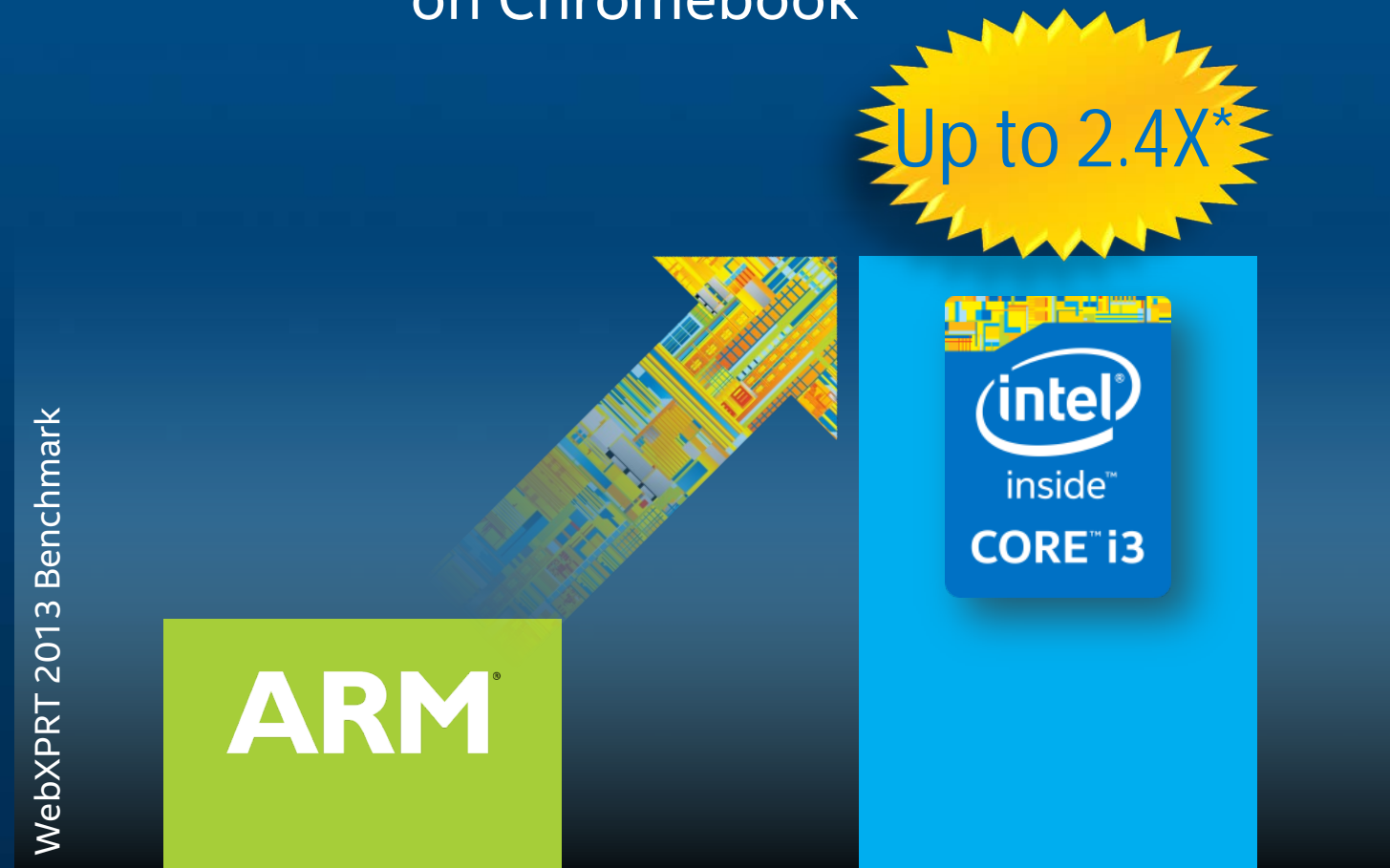
Configuration:

Intel® Core™ M-5Y10 Processor (up to 2.00GHz, 4T/2C, 4M Cache) On Intel Reference Platform. BIOS: v80.1 Graphics: Intel® HD Graphics (driver v.15.36.3650) Memory: 4 GB (2x2GB) Dual Channel LPDDR3-1600 SDD:
Intel® 160GB OS: Windows* 8.1 Update RTM
Samsung* Galaxy Note Pro 12.2, Qualcomm* Snapdragon S800 2.3GHz, 4T/4C, 3GB RAM
Sony* Xperia Z2 , Qualcomm* Snapdragon S801 2.33GHz, 4T/4C, 3GB RAM.

Disclaimers: Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more information go to <http://www.intel.com/performance>
Intel is a sponsor and member of the BenchmarkXPRT Development Community, and was the major developer of the XPRT family of benchmarks. Principled Technologies is the publisher of the XPRT family of benchmarks. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases.

Performance IA vs. ARM

Intel® Core™ i3 Processor Performance on Chromebook™



Acer Chromebook 13
(With Nvidia Tegra K1)

Acer C720 (With Intel Core i3-4005U Processor)

Intel® Core™ M Processor Performance



Qualcomm S801 & S800
■ Qualcomm S801 & S800

Intel Core M 5Y10
■ Intel Core M 5Y10

*Source: Intel® Corporation. Data based on WebXPRT 2013

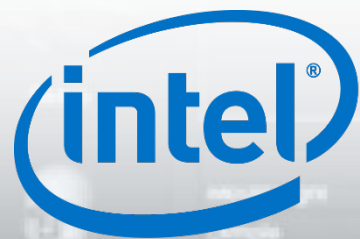
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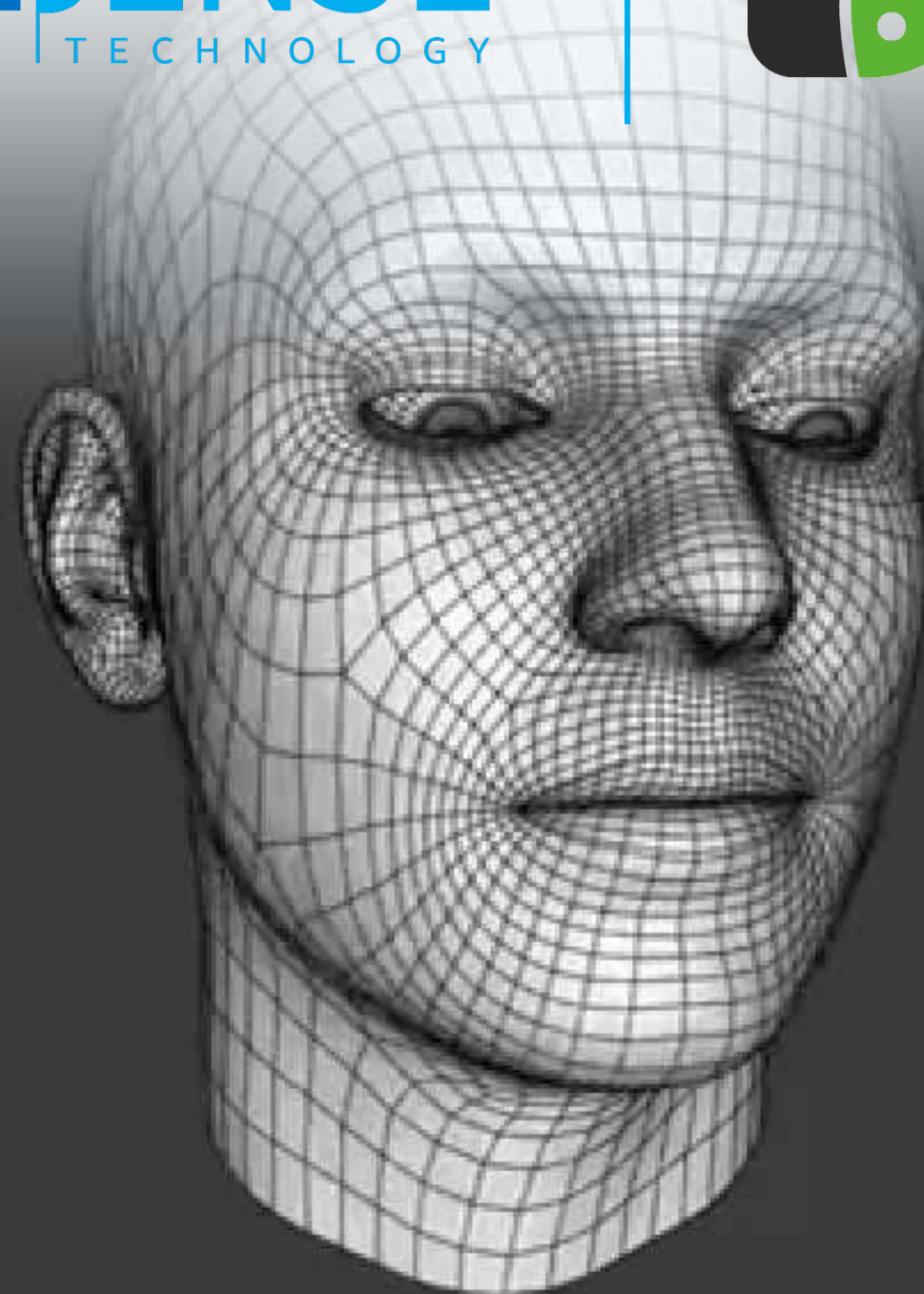
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REALSENSE™
TECHNOLOGY



faceShift



Enthusiast Segment

What a Difference a Year Makes...



Launched Intel® Core™ i7-4790K Processor “Devil’s Canyon” at Computex 2014

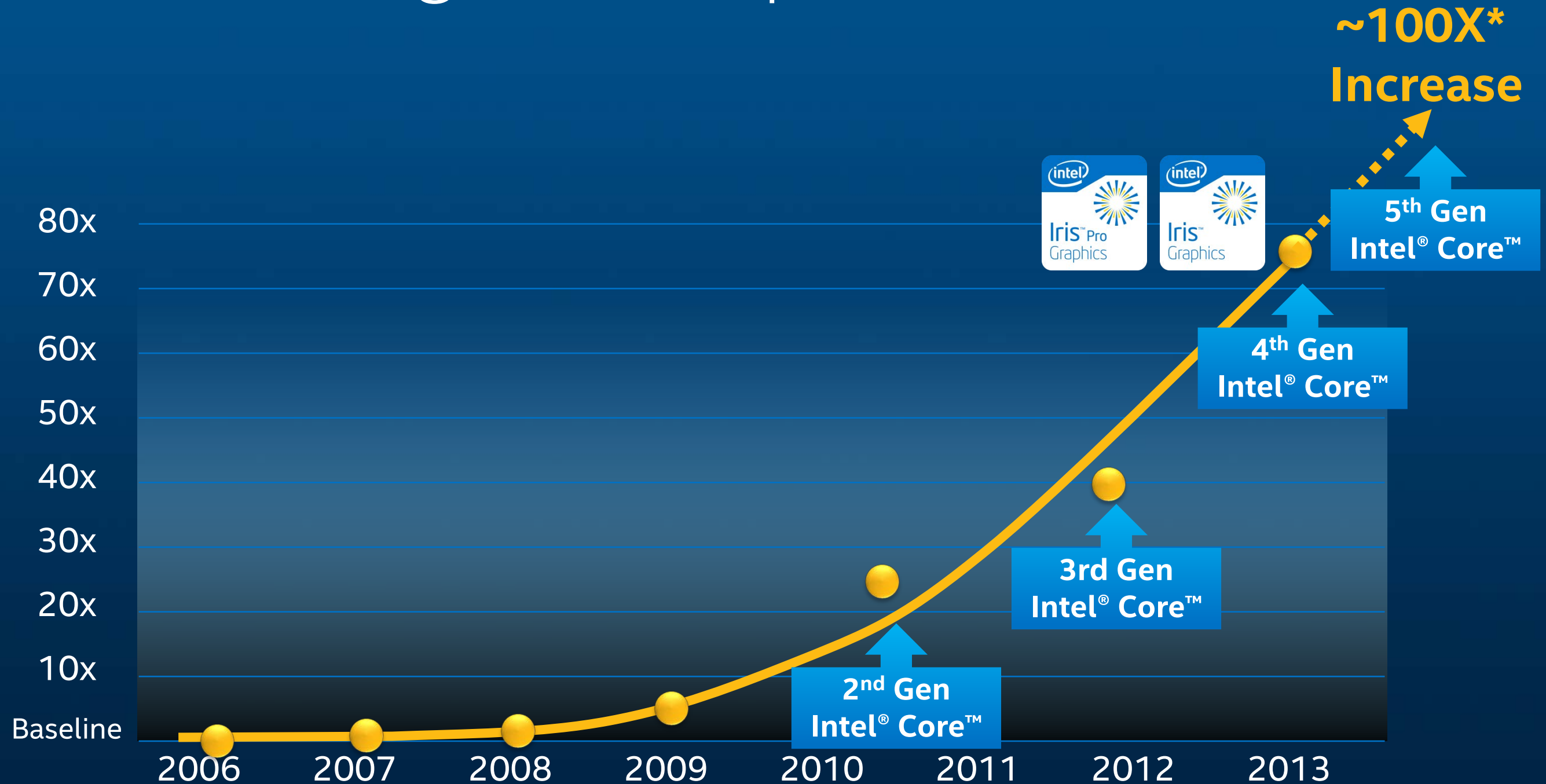
- Intel’s first 4GHz 4C processor
- Completely over-clockable



Launched Intel® Core™ i7-5960X Processor Extreme Edition “Haswell-E” at PAX 2014

- Intel’s first 8-Core, 16-Thread processor
- Up to 40 lanes of PCIe 3.0, enabling up to 4 discrete gfx cards

Increasing Intel Graphics Performance

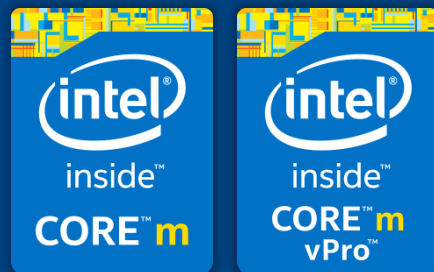


Source: *Intel estimates. 3DMark06

Leadership Products Continuing on Track

Intel® Core™ M Processor

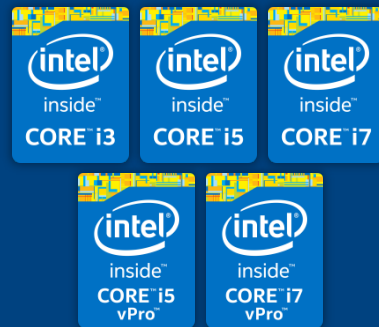
Razor-thin Laptop Meets Ultra-fast Tablet



Holiday'14

5th Generation Core

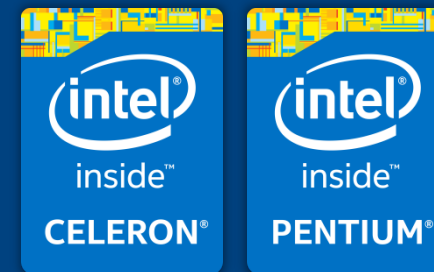
Great Productivity and Multi-tasking for Notebooks and 2 in 1 PCs



Spring '15

Next Generation Celeron/Pentium

Delivering Leading Value at Entry Price Points (Braswell)



2H '15

6th Gen Intel Core Processors

New Micro-architecture on 14nm (Skylake)



2H '15

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Why Focus on User Experience?



PC Refresh



Intel Tablet Innovation



ASP Uplift



Brand Relevance

Improving the Client User Experience

NO WIRES



NO PASSWORDS



NATURAL USER INTERFACE



Delivering a No Wires Experience



**Wireless
Display**

**Wireless
Charging**



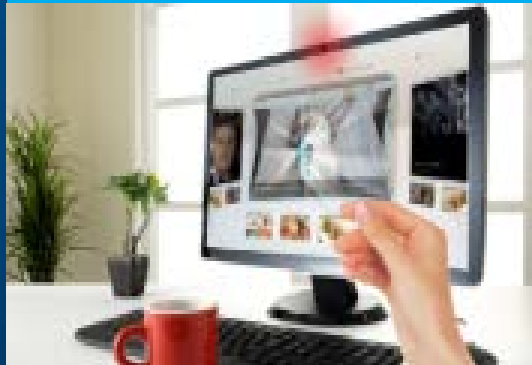
**Wireless
Docking**

**Wireless
Data**



intel[®] REALSENSE[™] 3D Camera Usages TECHNOLOGY

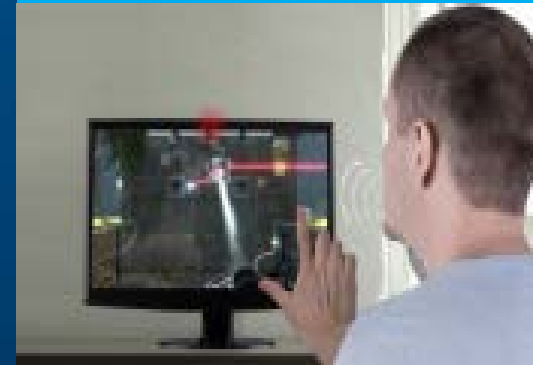
Interact
(NUI)



Play
(3D Gaming)



Learn
(Education)



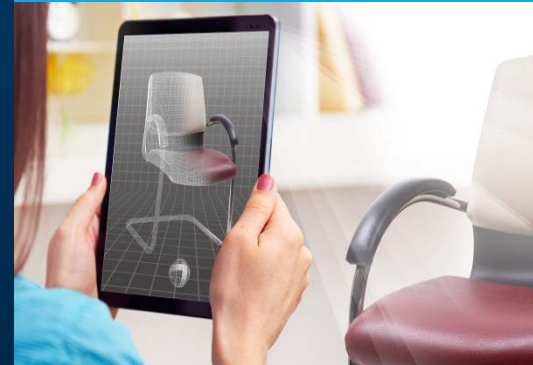
Collaborate
(Background Removal)



Capture & Share
(Real Time)



Enhanced Video
(Depth)



Enhanced Photo
(Focus)



Great Hardware + Great Software

Intel® RealSense™ 3D Camera ISV Momentum



Strong ISV Momentum, Tracking ~65 Applications and More Coming

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Summary: PC Computing

“PC”=Personal Computer

Strategies and Innovation to Transform the PC are Paying Off

Performance Requirements Growing Again In Broad # of Segments

New User Experiences Will Accelerate PC Refresh

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- Demand for Intel's products is highly variable and could differ from Intel's expectations due to factors including changes in the business and economic conditions; consumer confidence or income levels; customer acceptance of Intel's and competitors' products; competitive and pricing pressures, including actions taken by competitors; supply constraints and other disruptions affecting customers; changes in customer order patterns including order cancellations; and changes in the level of inventory at customers.
- Intel's gross margin percentage could vary significantly from expectations based on capacity utilization; variations in inventory valuation, including variations related to the timing of qualifying products for sale; changes in revenue levels; segment product mix; the timing and execution of the manufacturing ramp and associated costs; excess or obsolete inventory; changes in unit costs; defects or disruptions in the supply of materials or resources; and product manufacturing quality/yields. Variations in gross margin may also be caused by the timing of Intel product introductions and related expenses, including marketing expenses, and Intel's ability to respond quickly to technological developments and to introduce new features into existing products, which may result in restructuring and asset impairment charges.
- Intel operates in highly competitive industries and its operations have high costs that are either fixed or difficult to reduce in the short term.
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- Intel's results could be affected by the timing of closing of acquisitions, divestitures and other significant transactions.
- Intel's results could be affected by adverse effects associated with product defects and errata (deviations from published specifications), and by litigation or regulatory matters involving intellectual property, stockholder, consumer, antitrust, disclosure and other issues. An unfavorable ruling could include monetary damages or an injunction prohibiting Intel from manufacturing or selling one or more products, precluding particular business practices, impacting Intel's ability to design its products, or requiring other remedies such as compulsory licensing of intellectual property.

A detailed discussion of these and other factors that could affect Intel's results is included in Intel's SEC filings, including the company's most recent Form 10-Q, Form 10-K and earnings release.



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SANTA CLARA NOVEMBER 20